

Marketing Advisory Board MINUTES

Thursday, February 24, 2012

3:00 – 4:45 PM

HM Jackson High School: 1508 136th St SE Mill Creek, WA 98012

Room C – 105 (Jennifer Chambers' room, phone 425.385.7115)

Present: Jennifer Chambers, Jodi Galli, Shane Kleven, George Brush, Rose Smith, Laurie Elmer, Carl Fender, Aubrey, Mike Ellis, Debbie Long, Gary Hauff, Teresa Wenta, Giselle Saguid, Kevin Giboney, Deana Snell, Pam Hammond, Patty McDonald and Mindy McLeeland (Not Present: Bruce Engebretsen and Karlene Wick)

Welcome and Introductions: Jennifer is the District Liasion for the Marketing Advisory Board and she introduced herself and welcomed everyone to the Board. She also asked everyone to introduce themselves and what company/school they work at and how many years they have participated with the Board.

DECA Update:

- Chapter update: CHS has 13 students competing at the State competition, EHS has 7 competing and Jackson has 55 competitors. CHS discussed how they have participated throughout the year with community service and their CAP Project and JHS announced that they were selected as the model program for the Country and will again be attending the academy at Nationals
- Jennifer announced there is an opportunity to volunteer as a State judge. She gave the Washington DECA website (www.wadeca.org) for anyone interested, so that they can complete the application to volunteer.

Restructuring of Advisory

1. An explanation of what the changes to the Board for future meetings was presented
2. There was discussion on what the thoughts were from the industry volunteers on the new format
3. Decision was made to select an industry Facilitator for meetings for at least a one year commitment. Teresa Wenta (Providence) volunteered and will work with Jennifer (Everett Public Schools Liasion) to determine final Agenda, location for future meetings etc...
4. Future meetings will be tailored around Industry volunteers to “teach” areas of expertise to the educators and the rest of the Board. Discussion on what areas the educators feel they need to learn more about, included the following:

- Event Planning
 - Channel Management (Distribution)
 - Business Contracts (Business Loan Contracts)
 - Economics
 - Business Finance
 - Public Relations
 - 4 P's and the changes
 - Post High School Plans
 - Social Media (Linked-in, Pintrest, Twitter, blogging, etc...)
 - Communications (ways to communicate that are current for job seeking and on-the-job)
5. A request to have an e-blast of current needs from the Advisory (DECA judges, mentors, job-shadowing, guest speakers etc...), teachers will send requests/needs to Jennifer and she will send in an e-blast to Industry members.
- Request to have Industry volunteers email Jennifer if they are interested in hosting a meeting at their place of business; please include name of business and address and if there is a specific topic that would best be discussed while visiting your business (ie Safeway Distribution Center: Channel Management)
 - Concluded meeting with Teresa and Jennifer making the final decision on what to focus the next meeting on and to create the Agenda and determine location of next meeting on March 22nd.

Next meetings: March 22nd and May 24th

Everett Public Schools - Career and Technical Education

Vision: To empower each student to find their passion through relevant applied learning experiences that connect students with their family, community and career to become lifelong learners, responsible citizens and leaders.

Purpose: To enhance each student's K-12 academic learning through relevant experiences, leading to a productive career and personal life

